

Message Text

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PAGE 01 CAIRO 05955 161427Z

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ACTION NEA-10

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R 161326Z JUN 75

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 4600

INFO USDOC

AMEMBASSY BEIRUT

UNCLAS CAIRO 5955

E.O. 11652: NA

TAGS: BEXP, EG

SUBJECT: COMMERCIAL PRESENCE FAIR (CPF) CAIRO MARCH 1976

REF: CAIRO A-85, STATE 053959

1. ON JUNE 11 COML OFF PROVISIONALLY RESERVED 1520 SQUARE METERS OF INDOOR SPACE FOR U.S. PAVILION FOR 1976 CAIRO INTERNATIONAL FAIR. FAIR DG MADKOUR INDICATED HE WOULD BE ABLE HOLD SPACE FOR 2-3 WEEKS UNTIL FORMAL APPLICATION RECEIVED. APPLICATION MUST BE ACCOMPANIED BY 25 PERCENT OF RENTAL FEE. (DEPOSIT REQUIREMENT WAS WAIVED FOR U.S. PARTICIPATION THIS YEAR, BUT MADKOUR SAID ARRANGEMENT NOT POSSIBLE FOR 1976 BECAUSE OF HEAVY DEMAND FOR INDOOR SPACE.) AREA RESERVED IS FOR ENTIRE PAVILION US PARTIALLY OCCUPIED IN 1975.

2. RENTAL FEES ARE \$30 PER SQUARE METER FOR INDOOR SPACE AND \$15 PER SQUARE METER FOR OUTDOOR SPACE. THEREFORE, EMBASSY WILL HAVE TO MAKE DEPOSIT OF AT LEAST \$11,400 WITH APPLICATION. MADKOUR ACCEPTED THAT EMBASSY WOULD LATER INFORM HIM OF OUTDOOR SPACE REQUIREMENTS.

3. EMBASSY WOULD APPRECIATE ESTIMATE OF REQUIRED EXHIBITION FEES FOR PARTICIPANTS AS SOON AS POSSIBLE SO THAT WE CAN START PROCUREMENT EFFORTS. AS INDICATED REFAIR, AND OTHER MESSAGES CONCERNING CAIRO INTERNATIONAL FAIR, U.S. PARTICIPATION DOES NOT FIT NORMAL PATTERN CPF PROGRAM AND PROCUREMENT ASSISTANCE WILL BE REQUIRED FROM USDOC AND OTHER POSTS IN REGION. EARLY ESTIMATE OF FEES IS REQUIRED IN ORDER TO MAKE CONTACTS WITH TRADE ASSOCIATIONS IN US, E.G. NATIONAL MACHINE TOOL BUILDERS ASSOCIATION. EMBASSY WOULD

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APPRECIATE SOONEST COMMERCE REACTION TO SUGGESTION REFAIR THAT U.S.

PARTICIPATION 1976 CAIRO INTERNATIONAL FAIR BE CLASS ONE EXHIBITION.

4. FAIR AUTHORITIES ESTIMATE THAT CONCRETE RAMP FOR MATERIAL HANDLING EQUIPMENT FOR U.S. PAVILION CAN BE CONSTRUCTED FOR LESS THAN L.E. 200.

5. EXHIBITION DURATION HAS BEEN REDUCED FROM 22 TO 20 DAYS AND WILL BE HELD FROM MARCH 8-27. FIRST FOUR DAYS WILL BE RESERVED FOR BUSINES-

S-VISITORS. WE HAD ASKED BOTH FOR MORE BUSINESS DAYS AND SHORTER FAIR AND THESE CHANGES IN EXHIBITION ARRANGEMENTS PARTIALLY DUE TO OUR REPRESENTATIONS. FAIR INVITATIONS AND BROCHURES WILL BE POUCHED WHEN RECEIVED. THEY ARE PRESENTLY AT PRINTERS AND SHOULD BE AVAILABLE SOON. DG MADKOUR SAID PARTICIPATION CONDITIONS VERY SIMILAR TO THOSE OF LAST YEAR.

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